



Social Entrepreneurship 4 Arts

PR1 - Protocol for the acquisition of skills and
competences on entrepreneurship

Good Practice: Denmark

ITALCAM



Title of good practice

Social Entrepreneurship Specialisation Program
online course – **Denmark**

Brief description (including what level: local/national/European)

Social Entrepreneurship describes the discovery and sustainable exploitation of opportunities to create social change. The Social Entrepreneurship Specialisation program is an online course of study offered by the Copenhagen Business School of Denmark. Anyone who is interested in starting their own business can benefit from completing the program, as can current entrepreneurs who wish to learn how to give their business a more positive social impact. As a beginners level program, the course of study has no prerequisites.

Objectives, learning approach, methods, topics used in the training/program, target group

The first course offered in the Social Entrepreneurship Specialisation is Identifying Social Entrepreneurship Opportunities. During the five-week class, students will discover how to identify areas of social concern that can translate into a profitable business that does good for the world while providing steady income. Through the second course, Social Business Model and Planning for Social Innovation, students learn what a business plan is and how to develop one for a social entrepreneurship enterprise. Students will have a chance to write their own business plans during the class.

In this specialisation participants can learn how to create societal impact through Social Entrepreneurship. Examples of Social Entrepreneurship are provided along with a guide through the process of establishing a venture to address a social or environmental problem. Students cooperate in teams and study a problematic issue to learn more about the source of the problem. Further topics of the course are related to development of a business model and how to iterate on it and completion of a business plan.

The course combines a variety of methods ranging from lectures, group discussions, teaching cases and Studio-based pedagogy. This course appeals to students with a strong desire for a social innovators, or work in a social startup, early stage or social entrepreneurial minded company. It is also for students who are considering jobs in consulting, social venture capital, or social foundations where they are dealing with new or relatively new social ventures.

Added value for SE4A project

The methodology applied in this project might be inspirational for the SE4Arts training course since practical aspects are at the core of the programme as well as the technical ones.

The course entails teamwork, social context analysis, development of a business model and business plan. Such elements might turn out useful for prospective social entrepreneurs that our project aims to train.

Contact information/link to website

<https://www.humanrightscareers.com/courses/social-entrepreneurship/>